



THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: January 17, 2001

REPORT NO. 01-008

ATTENTION: Honorable Mayor and City Council

SUBJECT: 2001 Buick Invitational Golf Tournament

SUMMARY

THIS IS AN INFORMATIONAL ITEM ONLY, NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

BACKGROUND

The 2001 PGA TOUR Buick Invitational will be played at Torrey Pines Municipal Golf Course on February 9 - 11, 2001. This is the tenth consecutive year that the Buick Motor Division has been the corporate sponsor for this event. The 2001 Buick Invitational will mark the 49th consecutive year a PGA TOUR event has been held in San Diego, beginning with the San Diego Open in 1952. In addition, this will be the 39th year that the Century Club of San Diego has been the local non-profit organizing body for the tournament. The 2001 tournament's General Chairman and President of The Century Club, Rich Gillette, states that this year's Buick Invitational ranks as one of the top events of the entire PGA TOUR season.

The 2001 Buick Invitational will feature a full field of 156 players featuring a record purse of \$3.5 million dollars. This is a \$500,000 increase from the 2000 tournament. The winner's share for first place will be \$630,000. Led by last year's champion, Phil Mickelson, players expected to participate include Tiger Woods, Davis Love III, John Cook, Tom Lehman, and Loren Roberts. Local favorites Craig Stadler, Chris Riley, Dennis Paulson, and Scott Simpson are all previous winners of this event and are also expected to play this year's event.

The 2001 Buick Invitational will be broadcast on USA Network during the Thursday and Friday rounds, February 8 and 9, and then picked up by CBS Sports for the final two rounds on Saturday and Sunday, February 10 and 11. Last Year's television rating for this event was 8.0 which was the third highest rating for any golf event last year. This translates to the event being viewed in over 13 million homes. Excellent weather and a high profile field assisted with this exceptional rating.

The Buick Invitational week includes three Pro-Am events, with the Celebrity Pro-Am held on Wednesday, February 7, featuring over 80 professional players paired up with 320 Amateur golfers, including local celebrities from athletic and television news stations.

Since the tournament was moved to Torrey Pines Golf Course in 1968, the Century Club of San Diego and its title sponsors have donated nearly \$5 million to San Diego-based charities. These charities include Save Our Sports (SOS) which provides funds for the San Diego High School Athletic Programs, the San Diego County Junior Golf Association, the Boys and Girls Clubs of San Diego, and the Pro Kids Golf Academy located at the Colina Golf Course in San Diego. These charities are just a few of the 43 non-profit organizations that benefitted from this event last year.

Respectfully submitted,

Marcia C. McLatchy
Park and Recreation Director

Approved: George I. Loveland
Senior Deputy City Manager

MCLATCHY/EJC